

EXHIBIT S

Cease & Desist Dated August 2010

August 13, 2010

Via Facsimile (206) 266-7010 and U.S. Mail

Amazon.com Legal Department
P.O. Box 81226
Seattle, WA 98108-1226

Re: *Emergency Essentials / Amazon.com*
Our File No. 4575.EMER.MS

Dear Sir or Ma'am:

We represent Emergency Essentials, Inc. with respect to certain intellectual property matters. Emergency Essentials has been operating for more than 20 years selling food storage and other emergency supplies. Emergency Essentials has spent substantial amounts of money in developing goodwill in its marks and has a large number of U.S. Trademark Registrations, including Registration Nos. 3,665,475; 3,659,764, 3,582,153; 3,582,152; 3,574,562; 3,571,179; 3,571,178; 3,571,177; 3,571,176; 3,571,175; 3,571,174; 3,571,173; 3,571,172; 3,568,952; 3,568,951; 3,439,473 for the mark EMERGENCY ESSENTIALS.

Emergency Essentials has had a good working relationship with amazon.com and uses your company to sell a wide variety of products. However, recently it has come to our attention that the EMERGENCY ESSENTIALS trademark is being used on amazon.com in association with goods which are not produced or sold by our client. Attached is a screenshot from GOOGLE which shows use of EMERGENCY ESSENTIALS as part of a tag line and shows use in the address www.amazon.com/EmergencyEssentials/. . /R1LI7XEJ3OBB1. The web page offers competing products to those sold by Emergency Essentials, Inc.

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www.batemanip.com

Please make sure that the term Emergency Essentials is only use
with products which are produced or sold by Emergency Essentials, Inc.
If If you have any questions, please do not hesitate to contact us.

Very truly yours,

BATEMAN IP LAW GROUP

A handwritten signature in black ink, appearing to read "Randall B. Bateman", written in a cursive style.

Randall B. Bateman

RBB/cb

Cc: Emergency Essentials, Inc.

**"Emergency Essentials"**

Search

About 32,900 results (0.20 seconds)

Advanced search

Everything

Shopping

More

All results

Fewer shopping sites

More shopping sites

More search tools

Emergency Essentials Site

Sponsored link

www.BePrepared.com Helping People Prepare for 20 Years Great Deals and Fast Shipping!

Emergency Essentials - Be Prepared**Emergency Preparedness Food Storage**

Beprepared.com offers food storage, MRE (Meals Ready to Eat), Emergency Kit, Freeze-Dried Food, Dehydrated Food, and other food storage items and disaster ...

beprepared.com/ - Cached - Similar

Closeout and Overstock
SpecialsWater Storage and Water
FiltrationFreeze Dried Foods
SuperpailsMRE's (Meals-Ready-
to-Eat)Contact Us
PreparednessEducation
Dehydrated Food

More results from beprepared.com »

- Emergency Essentials

Emergency preparedness information on various preparedness topics is available in our insight articles. Emergency Preparedness topics that are covered ...

beprepared.com/article.asp_Q_ai_E_6_A_c2a_E_In_A_name_E
InsightArticles - Cached - Similar**Emergency Essentials Guide**Information and tips to protect yourself and your family.
theemergencyguide.com/ - Cached - Similar**Preparedness Pantry - Food Storage.****Emergency Preparedness ...**We have a tremendous offer this month from **Emergency Essentials**. So what does this have to do with **Emergency Essentials** and Food Storage? ...
preparednesspantry.blogspot.com/ - Cached - Similar**Emergency Essentials® | Facebook**Welcome to a Facebook Page about **Emergency Essentials®**. Join Facebook to start connecting with **Emergency Essentials®**.www.facebook.com/.../Emergency-EssentialsR
/94074173866 - Cached - Similar**Amazon.com: Emergency Essentials**

This is the most basic of the basic items you need. It is a very good start and sometime in the future, I will expand to an intermediate level list.

www.amazon.com/Emergency-Essentials
/.../R1L17XEJ3YOB1 - Cached - Similar**Additional Emergency Supplies - Long List, Best Prices**Additional items to add to your **emergency essentials**.... Go to Additional **Emergency Essentials** · Go to AquaRain Gravity Water Filters ...www.internet-grocer.net/addlprds.htm -
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Emergency Food Supply

SALE - Emergency Food Storage, MRE's & Freeze Dried Food Storage!

www.TheReadyStore.com/EmergencyFood

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